



ACTIVITIES OF VISITORS TO MISSOURI FY08

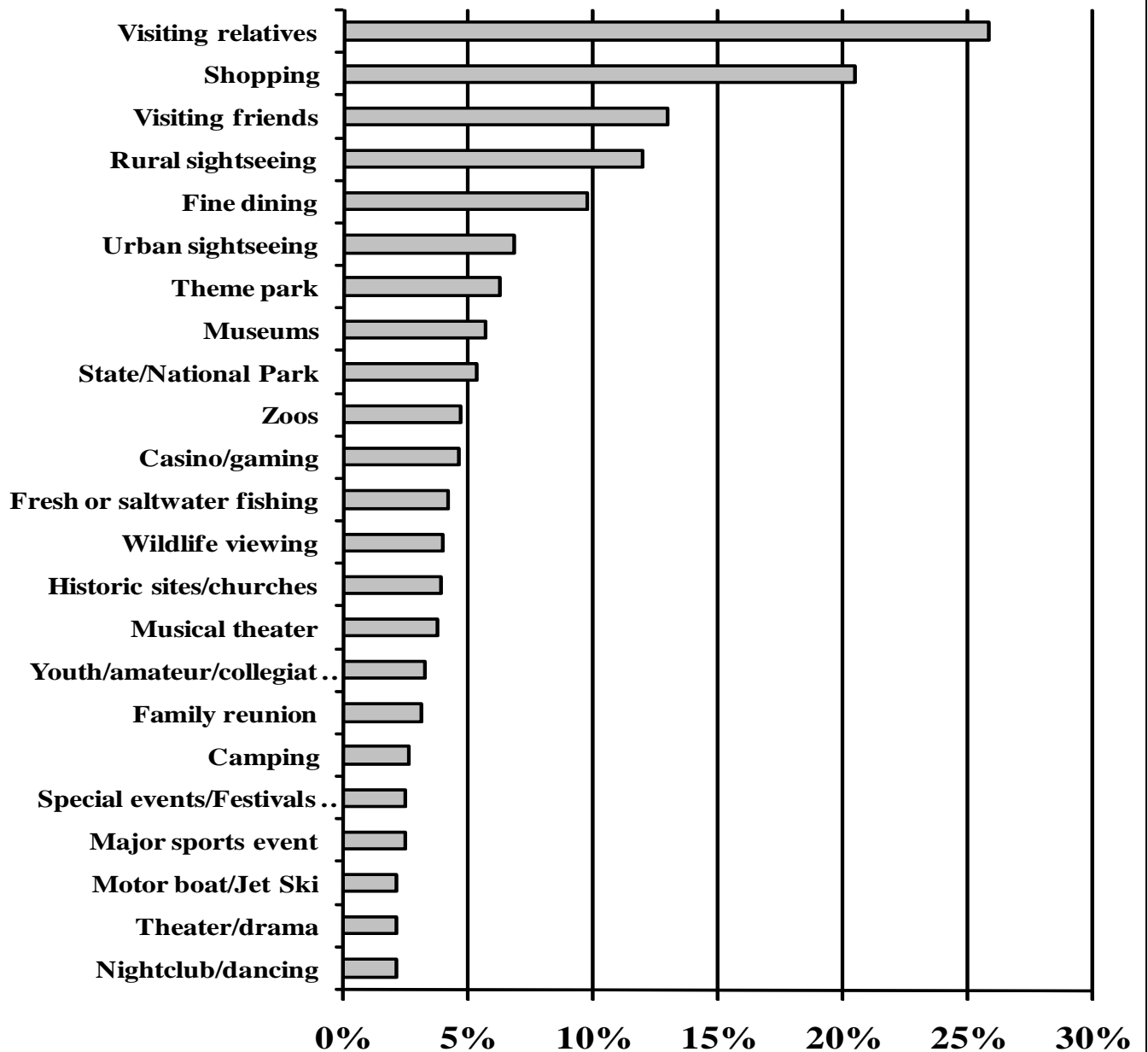
***SOURCE: Economic Impact of Missouri's Tourism and Travel Industry
July 2007 – June 2008 (FY08)***

VISITOR PROFILE

Activities

TravelsAmerica asks respondents to identify any of 44 activities they may have engaged in while on their trips. The data below are not specific to Missouri, but reflect activities which took place on trips which included Missouri. In the case of multi-state trips, the reported activities may have taken place in other states and not Missouri. The largest percentage of visitors reported the activity Shopping (21.0%). This was followed by Fine Dining (10.0%) and Rural Sightseeing (12%). (For actual percentages, see attached table)

**Percentage of Visitors to Missouri,
by Reported Activities, FY08
(Top Reported Activities -- 2%-35% of Visitors)**

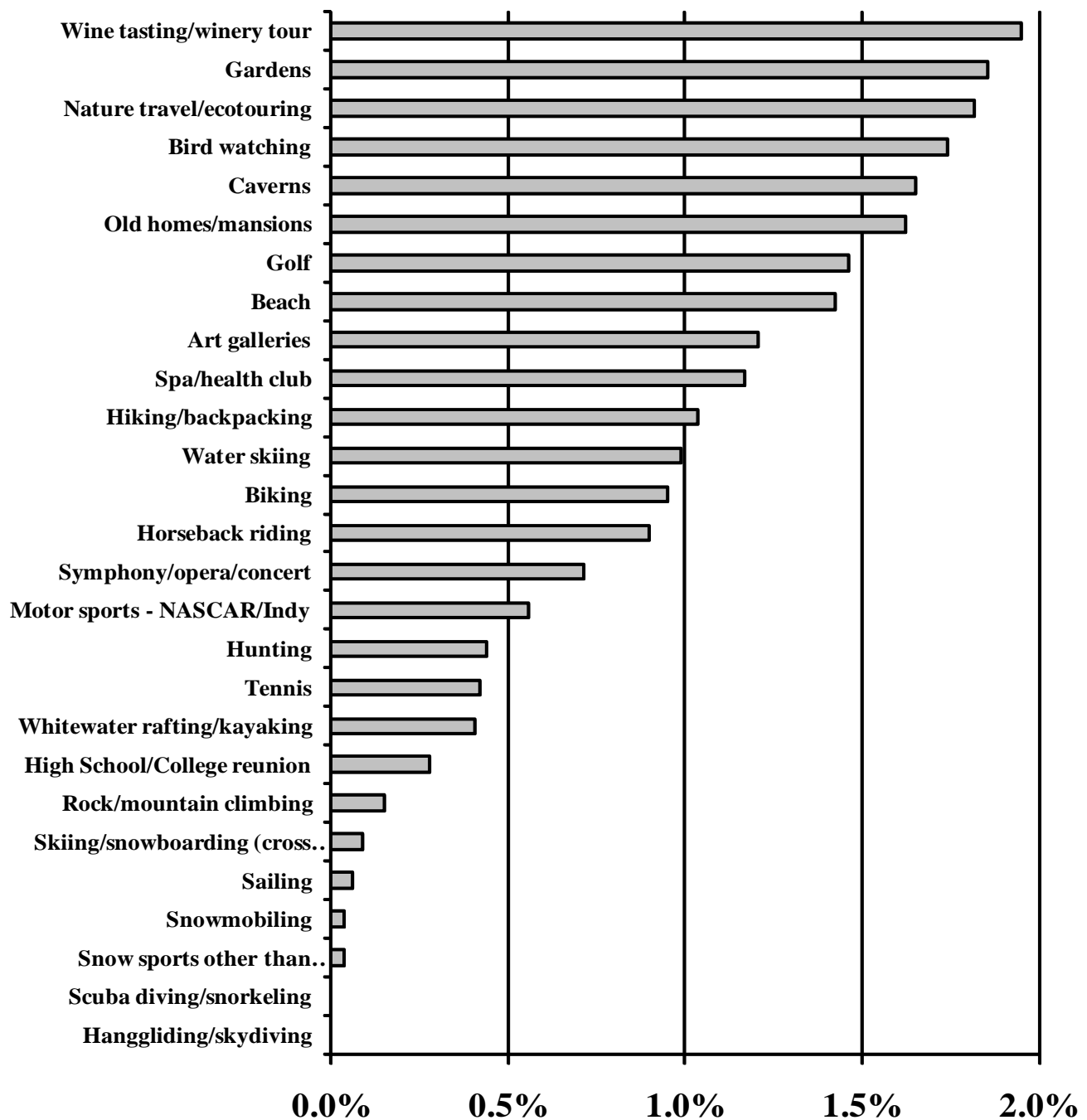


VISITOR PROFILE

Activities (Continued)

The chart below is a continuation of the previous chart, showing the percentage of visitors reporting participation in the less-popular activities.

**Percentage of Visitors to Missouri,
by Reported Activities, FY08
(Bottom Reported Activities -- 0%-2% of Visitors)**



**Table: Percentage of Domestic Visitors to Missouri,
by Reported Activities**

ACTIVITY	FY08	ACTIVITY	FY08
Art galleries	1.21%	Sailing	0.06%
Beach	1.42%	Scuba diving/snorkeling	0.00%
Biking	0.95%	Shopping	20.50%
Bird watching	1.74%	Skiing/snowboarding (cross country or downhill)	0.09%
Camping	2.66%	Snow sports other than skiing or snowmobiling	0.04%
Casino/gaming	4.65%	Snowmobiling	0.04%
Caverns	1.65%	Spa/health club	1.17%
Family reunion	3.13%	Special events/Festivals (e.g., Mardi Gras, hot air ballo	2.52%
Fine dining	9.78%	State/National Park	5.35%
Fresh or saltwater fishing	4.25%	Symphony/opera/concert	0.71%
Gardens	1.85%	Tennis	0.42%
Golf	1.46%	Theater/drama	2.13%
Hanggliding/skydiving	0.00%	Theme park	6.26%
Hiking/backpacking	1.03%	Urban sightseeing	6.89%
Historic sites/churches	3.91%	Water skiing	0.99%
Horseback riding	0.90%	Whitewater rafting/kayaking	0.41%
Major sports event	2.52%	Wildlife viewing	4.03%
Motor sports - NASCAR/Indy	0.56%	Wine tasting/winery tour	1.95%
Museums	5.70%	Zoos	4.73%
Musical theater	3.76%	High School/College reunion	0.28%
Nature travel/ecotouring	1.82%	Hunting	0.44%
Nightclub/dancing	2.12%	Visiting friends	13.00%
Old homes/mansions	1.62%	Visiting relatives	25.83%
Rock/mountain climbing	0.15%	Youth/amateur/collegiate sporting events.	3.31%
Rural sightseeing	12.03%	Motor boat/Jet Ski	2.15%

Source all Charts: University of Missouri FY08 Economic Impact Report based upon TNS TravelsAmerica Data